Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method for automatically configuring a hand-held camera to improve quality of an image taken with the camera of a particular subject at a photo opportunity site, comprising ~~the steps of~~:

(a) establishing wireless communication between the photo opportunity site and the camera;

(b) determining conditions at the photo opportunity site;

(a~~c~~) determining values for a set of camera setting parameters that are optimized for the conditions at the photo opportunity site to enhance image quality of a picture taken at that location;

(d) retrieving the set of camera setting parameter values from a database; and

~~(b) establishing wireless communication between the photo opportunity site and the camera; and~~

(e~~e~~) pushing the set of camera setting parameter values via the wireless communication to the camera to automatically configure the camera to take a picture of the subject.

2. (Previously presented) The method of claim 1 further including the steps of storing the setting parameter values in a database, and updating the setting parameter values pushed to the camera as conditions change at the photo opportunity site.

3. (Previously presented) The method of claim 1 further including the step of querying the camera for capabilities to determine the setting parameter values to send to the camera.

4. (Original) The method of claim 1 further including the step of pushing additional content to the camera regarding the subject.

5. (Original) The method of claim 4 further including the step of including a category tag as the additional content for automatic categorization of the picture.

6. (Original) The method of claim 4 further including the step of providing at least one of an image file, an audio file, and a text file as the additional content.

7. (Original) The method of claim 6 further including the step of playing the additional content on the camera, thereby allowing the camera to become a tour aid device as well as a camera.

8. (Original) The method of claim 6 further including the step of providing a timestamp with the additional content such that the additional content is deleted from the camera after a predetermined amount of time.

9. (Original) The method of claim 8 further including the step of providing the user with an opportunity to purchase the additional content.

10. (Original) The method of claim 1 further including the steps of determining the camera setting parameter values that are pushed to the camera based in part on weather conditions at the photo opportunity site.

11. (Currently amended) A system for automatically configuring a hand-held camera to improve quality of an image taken with the camera of a particular subject at a photo opportunity site, comprising ~~the steps of~~:

(a) wireless communication means for establishing communication with the camera;

(b) conditions determining means for determining conditions at the photo opportunity site;

(a~~c~~) storage means for storing a set of camera setting ~~parameters~~ parameter values that are optimized for the conditions at the photo opportunity site to enhance image quality of a picture taken at that location; and

~~(b) wireless communication means coupled to the storage means for establishing communication with the camera~~

(d) retrieving means for retrieving the set of camera setting parameter values from a database, ~~such that~~ wherein the wireless communication means pushes the set of camera setting parameter values to the camera for automatic configuration of the camera to take a picture of the subject.

12. (Original) The system of claim 11 wherein the setting parameter values are updated as conditions change at the photo opportunity site.

13. (Original) The system of claim 11 wherein the storage means comprises a database.

14. (Original) The system of claim 11 further including a computer coupled between the storage means and the wireless communications means.

15. (Previously presented) The system of claim 11 wherein the setting parameter values sent to the camera are based on the capabilities of the camera.

16. (Original) The system of claim 14 wherein the server queries the camera for the capabilities of the camera and queries the database based on the capabilities.

17. (Original) The system of claim 11 wherein additional content is pushed to the camera regarding the subject, and the additional content is displayed on a display of the camera, thereby allowing the camera to become a tour aid device as well as a camera.

18. (Original) The system of claim 17 wherein the additional content comprises at least one of an image file, an audio file, and a text file.

19. (Original) The system of claim 18 wherein a timestamp is associated with the additional content, such that the additional content is deleted from the camera after a predetermined amount of time.

20. (Original) The system of claim 19 wherein the user is provided with an opportunity to purchase the additional content.

21. (Original) The system of claim 20 wherein the database includes camera setting parameter values and additional content for a plurality of photo opportunity sites, each having a respective transceiver in communication with the server, wherein the server functions to send the respective camera setting parameter values and the additional content to each photo opportunity site.

22. (Currently amended) A computer-readable medium containing program instructions for automatically configuring a hand-held camera to improve quality of an image taken with the camera of a particular subject at a photo opportunity site, the instructions for:

(a) establishing wireless communication between the photo opportunity site and the camera;

(b) determining conditions at the photo opportunity site;

(ac) determining values for a set of camera setting parameters that are optimized for the conditions at the photo opportunity site to enhance image quality of a picture taken at that location;

(d) retrieving the set of camera setting parameter values from a database; and

~~(b) establishing wireless communication between the photo opportunity site and the camera; and~~

(ee) pushing the set of camera setting parameter values via the wireless communication to the camera to automatically configure the camera to take a picture of the subject.

23. (Previously presented) The computer-readable medium of claim 22 further including the instructions of storing the setting parameter values in a database, and updating the setting parameter values as conditions change at the photo opportunity site.

24. (Previously presented) The computer-readable medium of claim 22 further including the instruction of querying the camera for capabilities to determine the setting parameter values to send to the camera.

25. (Original) The computer-readable medium of claim 22 further including the instruction of pushing additional content to the camera regarding the subject and playing the additional content on the camera, thereby allowing the camera to become a tour aid device as well as a camera.

26. (Original) The computer-readable medium of claim 25 further including the instruction of providing at least one of an image file, an audio file, and a text file as the additional content.

27. (Original) The computer-readable medium of claim 26 further including the instruction of providing a timestamp with the additional content such that the additional content is deleted from the camera after a predetermined amount of time.

28. (Original) The computer-readable medium of claim 27 further including the instruction of providing the user with an opportunity to purchase the additional content.

29. (Original) The computer-readable medium of claim 22 further including the instructions of: providing a plurality of photo opportunity sites, and storing setting parameter values in a database for each of the photo opportunity sites.

30. (Currently amended) A method implemented in a hand-held camera for automatically configuring the camera to improve quality of an image of a particular subject at a photo opportunity site, comprising ~~the steps of~~:

(a) in response to wireless communication being established with the photo opportunity site,

(b) receiving camera setting parameter values from the photo opportunity site, wherein the parameter values are based on conditions at the photo opportunity site and optimized for the photo opportunity site;

(c) using the parameter values to automatically configure corresponding camera settings;

(d) locking at least a portion of the camera settings; and

(e) capturing the image using the capture settings.

31. (Original) The method of claim 30 further including the steps of receiving additional content regarding the photo opportunity site, and playing the additional content on the camera, such that a user's camera becomes a tour aid device as well as a camera.

32. (Original) The method of claim 31 further including the step of providing at least one of an image file, an audio file, and a text file as the additional content.

33. (Original) The method of claim 31 further including the step of providing a timestamp with the additional content such that the additional content is deleted from the camera after a predetermined amount of time.

34. (Original) The method of claim 31 further including the step of providing the user with an opportunity to purchase the additional content.

35. (Original) The method of claim 30 further including the step of providing a digital camera as the camera.

36. (Original) The method of claim 30 further including the step of in response to receiving a software command from the photo opportunity site, retrieving and returning current capabilities of the digital camera.

37. (Currently amended) A computer-readable medium in a hand-held camera containing program instructions for automatically configuring the camera to improve quality of an image of a particular subject at a photo opportunity site, comprising the instructions of:

(a) in response to wireless communication being established with the photo opportunity site,

(b) receiving camera setting parameter values from the photo opportunity site, wherein the parameter values are based on conditions at the photo opportunity site and optimized for the photo opportunity site;

(c) using the parameter values to automatically configure corresponding camera settings;

(d) locking at least a portions of the camera settings; and

(e) capturing the image using the capture settings.

38. (Original) The computer-readable medium of claim 37 further including the instructions of receiving additional content regarding the photo opportunity site, and playing the additional content on the camera, such that a user's camera becomes a tour aid device as well as a camera.

39. (Original) The computer-readable medium of claim 38 further including the instruction of providing at least one of an image file, an audio file, and a text file as the additional content.

40. (Original) The computer-readable medium of claim 38 further including the instruction of providing a timestamp with the additional content such that the additional content is deleted from the camera after a predetermined amount of time.

41. (Original) The computer-readable medium of claim 38 further including the instruction of providing the user with an opportunity to purchase the additional content.

42. (Original) The computer-readable medium of claim 37 further including the instruction of providing a digital camera as the camera.

43. (Original) The computer-readable medium of claim 37 further including the instruction of in response to receiving a software command from the photo opportunity site, retrieving and returning current capabilities of the digital camera.

44. (Currently amended) A system for automatically configuring a hand-held camera having wireless communication capability, comprising:

(a) a database for storing camera setting parameter values that are based on conditions at a photo opportunity site and optimized for a photo opportunity site to enhance image quality of a picture taken at the photo opportunity site; and

(b) a transceiver in communication with the database that is located in proximity to where a user would take a picture at the photo opportunity site with the camera, such that when the digital camera comes within range of the transceiver, wireless communication with the camera is established, the transceiver for transmitting the digital camera setting parameter values

to the digital camera to automatically configure the camera's capture settings, such that when the picture is taken, image quality is thereby improved.

45. (Original) The system of claim 44 further including a server in communication with the database and the transceiver for sending the camera setting parameter values to the transceiver.

46. (Original) The method of claim 44 wherein the database includes additional content regarding the photo opportunity site, and the transceiver pushes the additional content to the digital camera for display.

47. (Original) The system of claim 46 wherein the additional content includes a category tag for automatic categorization of the picture.

48. (Original) The system of claim 46 wherein the additional content comprises at least one of an image file, an audio file, and a text file.

49. (Original) The system of claim 48 wherein the additional content is played on the camera, thereby allowing the camera to become a tour aid device as well as a camera.

50. (Original) The system of claim 46 wherein a timestamp is associated with the additional content, such that the additional content is deleted from the camera after a predetermined amount of time.

51. (Original) The system of claim 46 wherein the user is provided with an opportunity to purchase the additional content.

52. (Original) The system of claim 44 wherein what camera setting parameter values are pushed to the camera is determined based in part on weather conditions at the photo opportunity site.